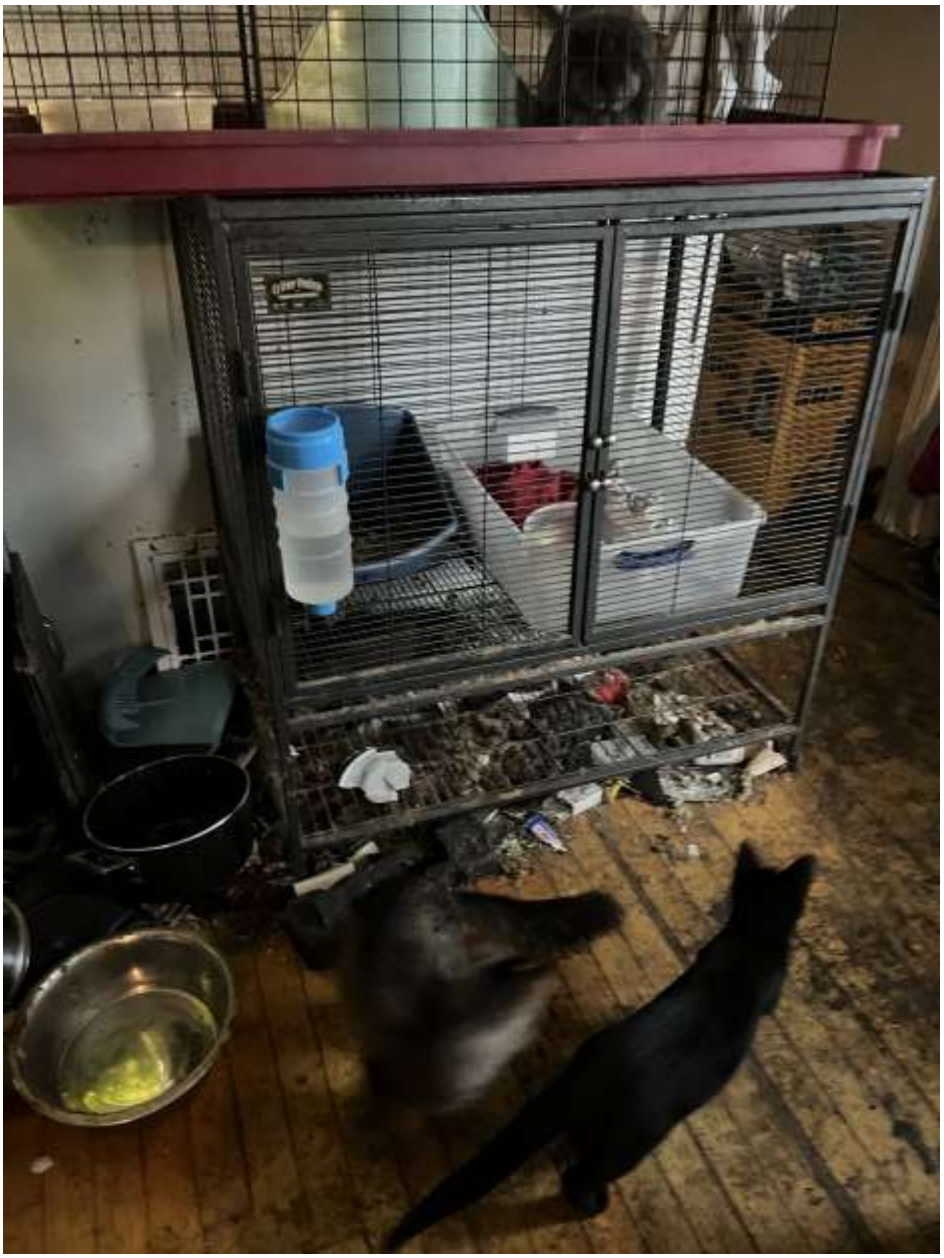Soft & Strong